

ORDER



Orders
Order / Rev: 702119
Alt Order #: 06235553
Product Desc: SEIU 1433
Estimate: 1433
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC/ SEIU
Demographic: A25-54
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	69	\$79,075.00	\$67,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$79,075.00	\$67,213.75	0.00
Totals	69	\$79,075.00	\$67,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/02/12	10/08/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$200.00		0.00			
N 2	KARE	10/02/12	10/08/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
KARE11NWS-10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$2,400.00		0.00			
N 3	KARE	10/02/12	10/08/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$700.00		0.00			
N 4	KARE	10/02/12	10/08/12	Late Night Late Night NBC	CM	1135pm-1235xm	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$325.00		0.00			
N 5	KARE	10/02/12	10/08/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$275.00		0.00			

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KARE	10/02/12	10/08/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
N 7	KARE	10/02/12	10/08/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	7	\$450.00	P-2	0.00	NM	7	\$3,150.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					7	\$450.00		0.00			
N 8	KARE	10/02/12	10/08/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11NEWS@4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
N 9	KARE	10/02/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$850.00		0.00			
N 10	KARE	10/02/12	10/08/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,500.00		0.00			
N 11	KARE	10/02/12	10/08/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,500.00		0.00			
N 12	KARE	10/02/12	10/08/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
N 13	KARE	10/02/12	10/08/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
N 14	KARE	10/05/12	10/05/12	Fri Prime WHO DO YOU THINK	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
WHO DO-ARE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/01/12-10/07/12		Fri Prime		Fri Prime (6:58 PM-8:00 PM)	P-----F----	:30		\$1,200.00		0.00	NM		
N 15	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$6,000.00		0.00			
N 16	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$700.00		0.00			
N 17	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N17	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			2		\$750.00		0.00				
N18	KARE	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	630-10P	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			2		\$750.00		0.00				
N19	KARE	10/06/12	10/06/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
MN BOUND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$650.00		0.00				
N20	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			2		\$700.00		0.00				
N21	KARE	10/07/12	10/07/12	MN Bound MN Bound	CM	1035-1105P	-----S	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
MINN BOUND<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			2		\$700.00		0.00				
N22	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$850.00		0.00				
N23	KARE	10/07/12	10/07/12	NFL Regular Season Fo6M NFL Regular Season F	CM	715-1030P	-----S	:30	2	\$11,500.00	P-2	0.00	NM	2	\$23,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			2		\$11,500.00		0.00				
N24	KARE	10/02/12	10/02/12	Tue Prime BIGGEST LOSER	CM	Tue Prime (6:58 PM-9:00 PM)	-T-----	:30	1	\$4,250.00	P-2	0.00	NM	1	\$4,250.00
BIGST LR13-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$4,250.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/01/12-10/07/12		Tue Prime	Tue Prime		(6:58 PM-9:00 PM)-T-----	:30		\$4,250.00		0.00	NM		
													Totals	69	\$79,075.00